



STATE OF WEST VIRGINIA  
OFFICE OF THE ATTORNEY GENERAL  
DARRELL V. MCGRAW, JR.  
CONSUMER PROTECTION DIVISION  
1-800-368-8808 or 304-558-8986

# Press Release

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## FOR IMMEDIATE RELEASE

**May 28, 2009**

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### **Bedford Family Preowned Auto Superstore Agrees to Honor Free Gas Offer**

Attorney General Darrell McGraw announced today that his office has entered into an agreement with Beford South Point Ford, Inc., a car dealership that does business in West Virginia under the name Beford Family Preowned Auto Superstore, in St. Albans. During 2008, Beford mailed consumers a flyer that stated the consumers had won one of the following prizes: a car, cash prizes, or a card redeemable for \$300.00 in gas or other merchandise at participating service stations. Consumers were instructed to take the solicitation to the dealership to find out what they had won. Consumers who "won" the \$300.00 gas card quickly discovered that there were strings attached.

Instead of receiving a gas card valued at \$250.00, consumers were given a voucher to complete and mail to FreeBeeGas.com. They were also required to pay a \$5.00 refundable activation fee and wait up to 6 weeks for their voucher to be processed. Only then did consumers discover that in order to obtain their "free" gas, they first had to purchase \$100.00 of the same brand of gas and send their receipts to FreeBeeGas.com. For every \$100.00 worth of receipts they mailed to FreeBeeGas.com, they received a \$25.00 gift card. In other words, consumers had to spend \$1,000.00 in order to receive the full value of the offer.

"It is unlawful to notify consumers that they have won something, but in order to claim it they have to purchase something," stated Attorney General McGraw. "The dealership also failed to advise consumers of all the hoops they would have to jump through to get their free gas - a clear violation of the West Virginia Consumer Credit and Protection Act."

Beford has agreed that consumers who file complaints with the Attorney General's Consumer Protection Division by June 25, 2009 and provide proof that they paid the \$5.00 activation fee in response to the gas card promotion will receive a check in the amount of \$300.00. In order to be eligible, consumers' complaints must be received by the Consumer Protection Division on or before June 25, 2009.

"Consumers must always be wary of offers for free gifts and remember that if it sounds too good to be true, it probably is," warns Attorney General McGraw. Consumers may request forms to file complaints with the Attorney General's Consumer Protection Division by calling 1-800-368-8808 or download a complaint form at [www.wvago.gov](http://www.wvago.gov).

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